

## Message Text

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AMCONSUL BARCELONA

AMCONSUL BILBAO

UNCLAS MADRID 4930

E.O. 11652: N/A

TAGS: BEXP, SP

SUBJ: TYPE IV SHOW: METALWORKING AND FINISHING EQUIPMENT (MFE)

1. EMBASSY CONVINCED BILBAO BEST LOCATION FOR SUBJECT PROMOTION. SOME HESITATION EARLIER CAUSED BY FACT THAT METALWORKING SALES SEMINAR SCHEDULED FOR BILBAO THIS FALL PLUS TYPE IV SHOW NEXT JUNE WOULD HAVE MEANT TWO MAJOR PROMOTIONAL EVENTS WITH SAME THEME IN SAME LOCATION IN SAME FISCAL YEAR. CANCELLATION OF SEMINAR ELIMINATED THIS CONCERN.

2. EMBOFF VISITED FIRST ANNUAL SHIPBUILDING, STEEL AND RELATED INDUSTRIES FAIR HELD BILBAO JUNE 23-29. THIS FAIR REPLACES FORMER BILBAO INTERNATIONAL SAMPLES FAIR AND IS NEW DEPARTURE FOR EVENT. NEW FAIR IS TAILORED SPECIFICALLY TO TRADE AUDIENCES WITH NO GENERAL INTEREST CONTENT. DEMONSTRATION OF THIS NEW APPROACH WAS ABSENCE "THROW-AWAY", PR TYPE PAMPHLETS AND FLYERS. VISITOR INQUIRIES RECEIVED INDIVIDUAL ATTENTION BY SALESMEN ARMED WITH CATALOGUES AND PRICE LISTS FOR DOING BUSINESS ON THE SPOT.

3. EVEN MORE STRIKING THAN EXCLUSIVE BUSINESS ORIENTATION WAS EXCEPTIONAL PHYSICAL ARRANGEMENTS. ALL STANDS WERE READILY ACCESSIBLE THROUGH WIDE AISLE WITH NO OVERCROWDING. IT WAS THE MOST EYE APPEALING AND EASIEST TO VISIT FAIR EMBOFF HAS ATTENDED IN SPAIN.

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4. MFE PROMINENTLY DISPLAYED AT FAIR. ROMANIAN NATIONAL EXHIBIT FEATURED EXCELLENT SEPARATE DISPLAY OF MFE. JAPANESE MANUFACTURER'S DEMONSTRATION-DISPLAY OF HORIZONTAL AND VERTICAL BANDSAWS FOR CUTTING STEEL DREW CONSTANT GROUP OF INTERESTED VISITORS. LOCAL TOUCH PROVIDED BY VERTICAL SAW CUTTING MAP OF SPAIN OUT OF HEAVY STEEL PLATE. OTHER INTERESTING DISPLAY MFE WAS LOCAL MANUFACTURERS DEMONSTRATION OF "FLYING SHEARS" FOR CUTTING STEEL RODS.

5. FULLER REPORT ON FAIR INCLUDING PHOTOS FOLLOWS SEPARATELY BY AIR MAIL.

6. AS STATED IN EARLIER CABLES AND GMR ON MFE MARKET IN SPAIN, BILBAO IS CENTER OF IRON AND STEEL INDUSTRY, METALWORKING INDUSTRIES, AND MANUFACTURE OF MFE. PRINCIPAL ADVANTAGE TYPE IV SHOW THERE INSTEAD OF OTHER LOCATION IS ACCESS TO THESE THREE MAJOR END-USERS PLUS OPPORTUNITY TO SELL ADD-ON NUMERICALLY CONTROLS TO DOMESTIC MFE MANUFACTURERS. THIS RATIONALE FOR PROMOTING MFE IN BILBAO AND SELECT QUALITY OF FAIR MAKE THIS IDEAL VEHICLE FOR TYPE IV SHOW.  
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